



NEWS RELEASE

Medifast® Sports Nutrition Product Line Announces New Partnerships

2016-04-04

OWINGS MILLS, Md., April 4, 2016 /PRNewswire/ -- **Medifast, Inc.** (NYSE: MED), a leading United States manufacturer and provider of clinically proven weight-loss and healthy living products and programs, announced today three new strategic partnerships for its sports nutrition product line, Dual Fuel™. To help launch the product line developed for athletes and active consumers, the company has signed sponsorship agreements with both the Colonial Athletic Association and the Atlantic Hockey Conference, which will distribute Dual Fuel™ bars and ready-to-drink shakes to student-athletes and fans onsite at conference tournaments. The company has also hired Play By Play Sports, a powerful sports marketing agency partner, to advance its distribution footprint among college and university programs.

The Medifast® line of sports nutrition products, branded as Dual Fuel™, launched in January with marketing partnerships with Rutgers University and The V Foundation for Cancer Research®. The new partnerships were established to expand distribution while offering active consumers the opportunity to experience the product benefits.

"These new partnerships serve as a strong platform for the expansion of Dual Fuel™," said Michael MacDonald, Chairman and Chief Executive Officer, Medifast, Inc. "With the help of our strategic partners – Play By Play Sports, the Colonial Athletic Association, and the Atlantic Hockey Conference—we will increase our distribution and have developed a robust calendar of opportunities during which we can engage student-athletes and active lifestyle consumers around our products."

Dual Fuel™ has brought on Play By Play Sports as a strategic agency partner to help support the product line from a media, marketing, sponsorship and product sales perspective. Play By Play Sports will work to evaluate sponsorship opportunities and increase brand awareness and sales among the college and university marketplace.

In partnership with the Colonial Athletic Association (CAA), Dual Fuel™ will act as the Official Sports Nutrition Partner of CAA, distributing products to participating CAA student-athletes and sampling at CAA Championships for the 2015 – 2016 year.

"We are excited about the opportunity to partner with Dual Fuel™," said CAA Commissioner Tom Yeager. "The products are an exciting addition to our tournaments, giving student athletes the support they need to perform and recover after their games."

Throughout the Atlantic Hockey Conference Tournament in Rochester, NY, Dual Fuel™ served as a "Champion in the Community" partner. In this capacity, they distributed products to student-athletes and tournament attendees.

"When it comes to the active lifestyle of our student-athletes, nutrition choices are absolutely critical," said Atlantic Hockey Conference Commissioner, Bob DeGregorio. "Our partnership with Dual Fuel™ is a strategic opportunity to emphasize the value that we place on proper nutrition."

Dual Fuel™ Bars are made with a proprietary dual layer combination - one crispy and crunchy made with healthy whole grains, the other sweet and chewy, made with real peanut butter or cocoa—for the right combination of carbohydrates and protein to help meet energy needs and fuel recovery after exercise. These products contain milk protein, and whey protein, which is known to be digested and absorbed relatively quickly by the body. Dual Fuel™ bars also contain no artificial flavors, colors, sweeteners, or preservatives, and only 3 grams of sugar and 150 calories, compared to other leading national products that typically contain between 8 to 21 grams of sugar. Initially, the bars will come in two flavors, Peanut Butter Fudge and Double Chocolate.

Dual Fuel™ Ready-to-Drink Shakes are made with high quality dairy protein and electrolytes to help rehydrate and fuel the body after exercise. These shakes contain 18 grams of protein and are made with real cocoa or vanilla extract, sweetened with monk fruit and stevia extract, contain no artificial flavors, colors, sweeteners, or preservatives and are a good source of antioxidant vitamins A, C, & E. Initially, the shakes will come in two flavors, Chocolate Milkshake and Vanilla Blast. Both products were developed with input from a division I athletic department to deliver great taste while remaining NCAA compliant.

The Dual Fuel sports nutrition line is available for purchase at DualFuelNutrition.com.

Follow Dual Fuel on **Facebook** and Twitter (**@DualFuelSport**) for the latest news and updates.

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About Medifast:

Medifast (NYSE: MED) is the leading easy-to-use, clinically proven provider of weight-loss and healthy living products and programs. Medifast aims to help customers lead a healthier lifestyle through a holistic approach to weight-loss and weight management, nutrition education and fitness. Medifast's proven results are based on the use of structured meal plans featuring Medifast Meals, which are nutritionally designed to assist customers with successful weight-loss and weight management. The company sells its products and programs via four unique distribution channels: 1) the web and national call centers, 2) the Take Shape For Life personal coaching division, 3) Medifast Weight Control Centers, and 4) a national network of physicians. The company also offers sports nutrition products under the brand Dual Fuel™ Nutrition that are formulated to provide athletes and active individuals with the right balance of carbohydrates and high quality protein for top performance. Medifast was founded in 1980 and is located in Owings Mills, Maryland. For more information, log onto www.MedifastNow.com.

About the Colonial Athletic Association: The Colonial Athletic Association is a 10-member Division I athletic conference with a geographic footprint that stretches from Boston to Charleston, S.C. and encompasses several of the nation's largest media markets. The CAA conducts championships in 22 sports and has established itself as one of the nation's top collegiate conferences both academically and athletically for more than 30 years. Member institutions include the College of Charleston, the University of Delaware, Drexel University, Elon University, Hofstra University, James Madison University, the University of North Carolina Wilmington, Northeastern University, Towson University and the College of William and Mary.

About The Atlantic Hockey Conference:

The Atlantic Hockey Conference, founded in 2003, is a NCAA Division I hockey-only conference located in Winthrop, MA. It has a membership of 11 institutions across five states (Colorado, Connecticut, Massachusetts, New York, and Pennsylvania), of which include Air Force Academy, American International College, Army West Point, Bentley University, Canisius College, College of the Holy Cross, Mercyhurst University, Niagara University Robert Morris University, Rochester Institute of Technology, and Sacred Heart University. The Atlantic Hockey Conference emphasizes excellence both on and off the ice, with some of the highest graduation rates in the country across all sports as well as finalists for the Hobey Baker Award. For more information, go to atlantichockeyonline.com.

About Play By Play Sports:

Play By Play Sports, LLC (PBP) is a leading sports marketing company, providing marketing agency consulting services, traditional and digital/social media activation, corporate sponsorship sales, and corporate brand positioning within the collegiate landscape. PBP was founded in 2002 and is located in South Bend, Indiana. For

more information, visit www.pbpsports.net.

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